

CLEAN COPY OF PENDING CLAIMS, AS AMENDED

The following are the complete set of claims pending in the application, as amended:

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- 1 1. (Amended) A computer assisted on-line negotiation method comprising
2 the steps of:
3 generating by an on-line e-commerce site off-line static customer
4 profiles based on past history that the site has about various customers,
5 including multiple value attributes;
6 assigning by the on-line e-commerce site a static customer profile to a
7 new customer visiting the on-line e-commerce site, the initial assignment to a
8 profile being based on whatever information is available about the customer at
9 the time of assignment;
10 capturing by the customer the on-line e-commerce site's actions;
11 formulating by the customer a profile of the on-line e-commerce site
12 and updating the profile based on said captured actions;
13 negotiating by the on-line e-commerce site with the customer based on
14 a dynamically changing profile of the customer;
15 negotiating by the customer with the on-line e-commerce site based on
16 a dynamically changing profile of the site;
17 changing by the on-line e-commerce site the customer's dynamically
18 changing profile during negotiations based on an observed behavior of the
19 customer; and
20 changing by the customer the on-line e-commerce site's dynamically
21 changing profile during negotiations based on an observed behavior of the on-
22 line e-commerce site,

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23 wherein said customer profiles are comprised of information usable to
24 the advantage of the e-commerce site in said on-line negotiation with
25 customers and said e-commerce site profiles are comprised of information
26 usable to the advantage of the customer in said on-line negotiation.

1 2. The computer assisted on-line negotiation method recited in claim 1, further
2 comprising the step of updating past history information based on the
3 negotiations with the customer.

1 3. The computer assisted on-line negotiation method recited in claim 2,
2 wherein the attributes included in the past history information include non-
3 quantitative information.

1 4. The computer assisted on-line negotiation method recited in claim 3,
2 wherein the non-quantitative information includes season and time of day.

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1 5. (Amended) The computer assisted on-line negotiation method recited in
2 claim 1, further comprising the steps of:
3 capturing by the on-line e-commerce site direct interactions by the
4 customer with the on-line e-commerce site, said direct interactions including
5 the customer's "click-through stream"; and
6 analyzing said direct interactions with the on-line e-commerce site to
7 update the customer's dynamic profile.

1 6. The computer assisted on-line negotiation method recited in claim 5,
2 wherein the other direct interaction includes the customer's voice and physical
3 actions.

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1 8. (Amended) The computer assisted on-line negotiation method recited in
2 claim 1, further comprising the steps of:
3 storing by the customer a formulated profile of the on-line e-commerce
4 site in a database of on-line e-commerce site profiles; and
5 accessing the on-line e-commerce site from the database by the
6 customer to begin negotiations with the on-line e-commerce site.

1 9. The computer assisted on-line negotiation method recited in claim 8, further
2 comprising the step of dynamically modifying by the customer the on-line
3 e-commerce site's profile during negotiations with the on-line e-commerce
4 site based on actions by the on-line e-commerce site.

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1 10. (Amended) The computer assisted on-line negotiation method recited in
2 claim 9, wherein actions by the on-line e-commerce site on which the site's
3 profile is dynamically modified include offering of terms, said terms including
4 prices of items for sale, packaged deals and bonuses.